WHRB

HARVARD RADIO BROADCASTING CO.
SIXTEEN DUNSTER ST. · CAMBRIDGE 38, MASSACHUSETTS
UNIVERSITY 4-9550
ELIOT 4-8177

15 January 1951

Dan Sobel
The Ivy Network
Box 242-A, Yale Station
New Haven, Conn.

Dear Mr. Sobel:

This is the letter that follows. With the time of the Ford show set by now, we know that there will be no conflict, so the Ballantine shows are definitely cleared with us. There are a few points we would like to clear up about the production of the shows.:

1) Re: the Cambridge show. There is no need for you to lug remote equipment, mikes, etc., up here. We can supply it all, and an engineer to operate it, at your request, of course.

2) Re: the Cambridge show. If your line is installed in the gym, it would be difficult for us to get the program. So in ordering your line to Cambridge, we request that you designate its northern termination as the WHRB studios, not the Indoor Athletic Building. There is a reason for this. We maintain a line from our studios to the gym; when it terminates in our studios, we can feed your WYBC line to New Haven, and also feed WHRB with the show.

3) Re: both shows. We would like to assist in the production of the shows. I don't think we have a play-by-play man here, to match any of your people, so, of course, YBC should cover play-by-play. We do have an excellent man here for color and re-cap, though: our own sports director, Bart Malkiel, who does the daily Sport-Lite show. And we have a capable chief announcer, who has worked commercially before and who could handle the commercial copy quite well.

To recapitulate: we think the broadcasting team should be the same for both shows, and we would be glad to supply color and commercial copy announcers for both shows, home and away, and remote equipment and engineers for the Cambridge game, if so requested.

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There is more to discuss viz: cues, starting times, and all the little (or not so little) odds and ends that come up. Please reply as soon as possible. Thanking you for both of the new accounts, I am,

Sincerely yours,

A. J. Bell,
Operations

AJB:tnb